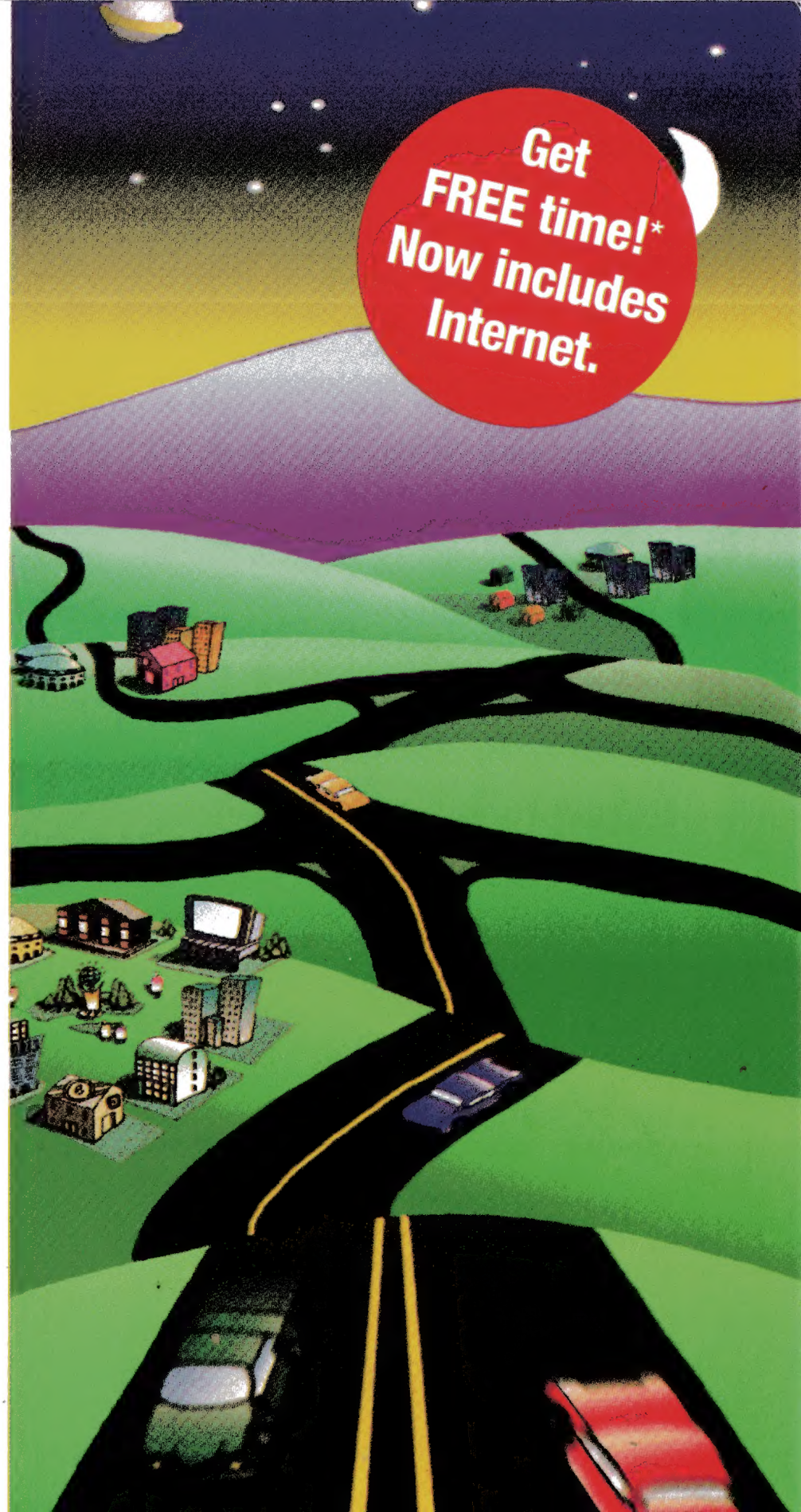
The Apple Guide to the Information Highway

How to get on-line with eWorld and the Internet.

eWorld

Apple's On-line Service



Dear Macintosh User:

We've all read about it: The Information Highway. Sounds pretty exciting, doesn't it? But do you know the best way to find out whether it works for you?

At Apple, we've created an easy and affordable way for you to get on the Information Highway—it's called eWorld.

eWorld is Apple's on-line service, and it makes it simple for you to get onto—and use—the Internet. Beyond that, it gives you direct computer support from Apple.

But eWorld is also a lot more. It's a collection of information that covers just about everything you can imagine—updated financial information, educational games for kids, up-to-the minute worldwide news and sports scores. . . and that's just for starters.

We think you'll find Apple's neighborhood on the Information Highway a place you can call home. And we hope to see you on-line.

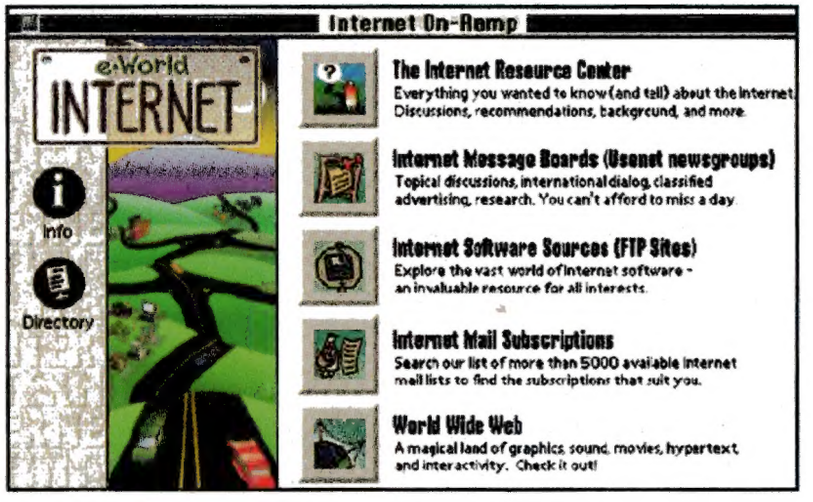
Peter Friedman
General Manager, eWorld

*P.S. Get on the Information Highway tonight. Sign on to eWorld—it's FREE!**

**See the enclosed insert for details on our free trial offer.*

You're heading in the right direction!

eWorld makes it easy for you to travel around the Information Highway. Thanks to simple graphics and helpful tips along the way, it's easy for you to find—and use—information that can make your busy life a little less hectic.


Internet On-Ramp
eWorld
INTERNET
Info
Directory
The Internet Resource Center
Everything you wanted to know (and tell) about the Internet. Discussions, recommendations, background, and more.
Internet Message Boards (Usenet newsgroups)
Topical discussions, international dialog, classified advertising, research. You can't afford to miss a day.
Internet Software Sources (FTP Sites)
Explore the vast world of Internet software - an invaluable resource for all interests.
Internet Mail Subscriptions
Search our list of more than 5000 available Internet mail lists to find the subscriptions that suit you.
World Wide Web
A magical land of graphics, sound, movies, hypertext and interactivity. Check it out!

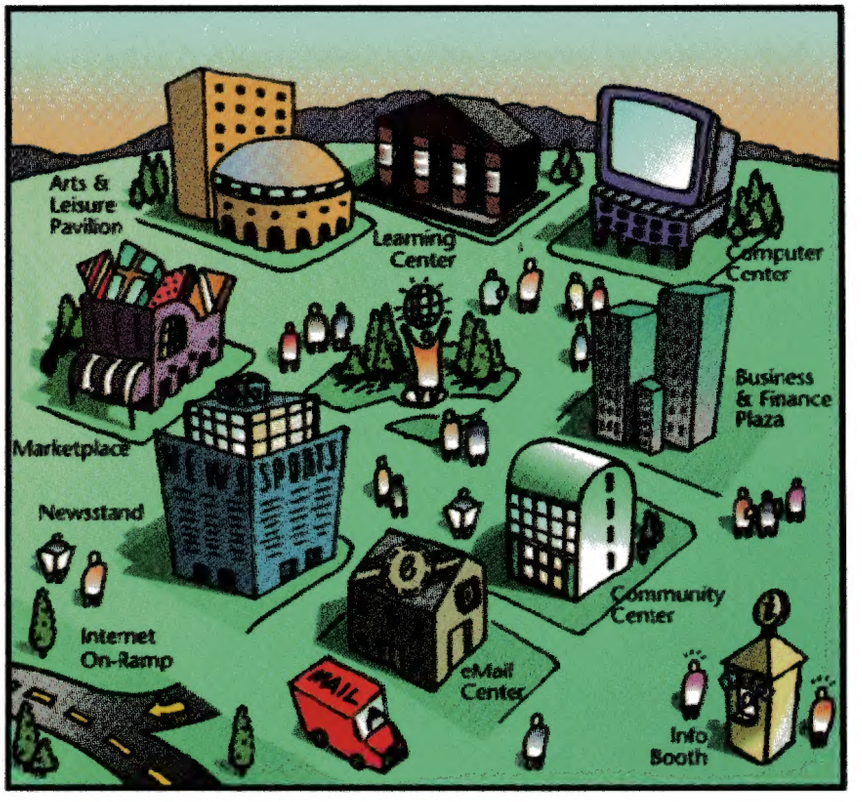
Get on the Internet today:
eWorld gives you immediate access to the Internet—and to a wide world of useful and up-to-date information. Your friends can contact you by addressing an Internet message using your eWorld name@eworld.com (example: bobsmith@eworld.com).

Apple Customer Center
Apple Customer Center
Info
New
Find
Feedback
What's New in The Apple Customer Center
Check here for pointers to items of interest throughout the Apple Customer Center.
Apple Products & Technologies
Find out about Macintosh, MacOS, Newton & more.
Apple Technical Support
Access Quick Answers, support information & tech support online.
Apple News & Resources
Press releases, job opportunities, gift items, training & more.
AppleWorld UK
The official club for UK customers, with AppleWorld Magazine & more!
Apple Developer Services
Information you need to develop on the Macintosh.
Event Schedule
Apple Cafe conference schedule & transcripts.
Talk Back: Customer Forum
Share your thoughts on products, services & future directions.
Apple Cafe
Join us for live scheduled events & special Apple guests.

Direct, on-line computer support from Apple.*
Because it's from Apple, eWorld is the best place to get quick and comprehensive information about your Apple Macintosh computer from Apple's professional computer support staff. We're on-line, waiting to answer your questions personally.

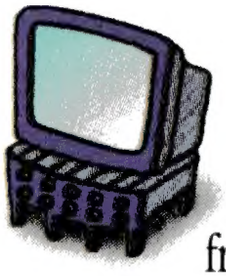
*May not be currently available in all countries.

eWorld: The best neighborhood on the Information Highway.



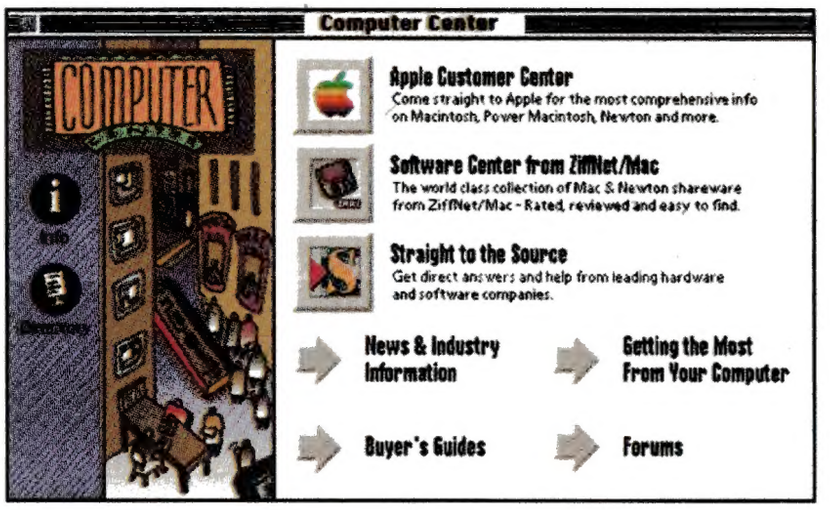
With eWorld you get great on-line support for Macintosh computing—*and* you get access to the Internet.

But that's just for starters. We've carefully selected relevant and to-the-point information for you to explore: from family learning and entertainment, to tips for educators, designers, business professionals, and other computer enthusiasts. And because it's from Apple, you can rest assured that eWorld is easy to use. Here's a brief look at what eWorld offers:



Macintosh support is in your own backyard.

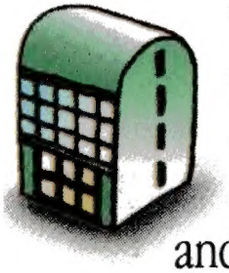
eWorld is your direct connection to support information from Apple and other software and hardware companies.


Computer Center
COMPUTER
Apple Customer Center
Come straight to Apple for the most comprehensive info on Macintosh, Power Macintosh, Newton and more.
Software Center from ZiffNet/Mac
The world class collection of Mac & Newton shareware from ZiffNet/Mac - Rated, reviewed and easy to find.
Straight to the Source
Get direct answers and help from leading hardware and software companies.
News & Industry Information
Getting the Most From Your Computer
Buyer's Guides
Forums

Business & Finance Plaza
BUSINESS & FINANCE
Corporate Intelligence
Company 10-Ks, Hoover's Masterlist, research techniques and an online librarian from the Reference Press.
Dow Jones Business & Financial News
News before it hits the newsstands from the premier business source.
eWorld Market Quotes
Keep track of your investments with timely equity and mutual fund quotes, plus key market indicators.
Business Resources
eWorld of Work
News, Finance & Investments
Reference

Your financial expert lives next door.

Business, financial, and management insights are at your fingertips. In-depth and current information on companies and industries you care about is a click away.



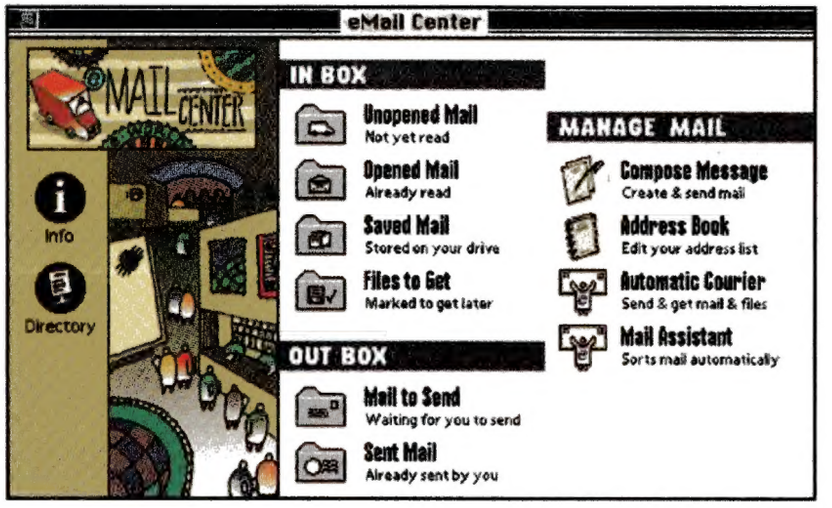
You'll want to meet your neighbors.

eWorld is a global community of thoughtful, respectful, and inquisitive people who want to hear from you. Join them for structured discussions ranging from politics to your favorite hobby.

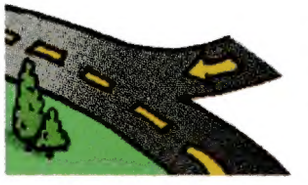
Community Center
COMMUNITY CENTER
eWorld Events Calendar
Check this one-stop calendar to find out about all eWorld conferences and special events.
eWorld Live
Make new friends and meet your neighbors in eWorld Live - the place to go for conversation.
eWorld Auditoriums
Keep up with the eWorld around you. Join us for major events featuring the personalities of the day.
eWorld Forums
Enter here to survey and choose from the many topical forums on eWorld.

The postman works all day, every day.

It's easy to send electronic mail to users of eWorld and other electronic services, including the Internet.



Internet On-Ramp
eWorld
INTERNET
Info
Directory
The Internet Resource Center
Everything you wanted to know (and tell) about the Internet. Discussions, recommendations, background, and more.
Internet Message Boards (Usenet newsgroups)
Topical discussions, international dialog, classified advertising, research. You can't afford to miss a day.
Internet Software Sources (FTP Sites)
Explore the vast world of internet software - an invaluable resource for all interests.
Internet Mail Subscriptions
Search our list of more than 5000 available Internet mail lists to find the subscriptions that suit you.
World Wide Web
A magical land of graphics, sound, movies, hypertext, and interactivity. Check it out!



Hop onto the Internet—anytime.

The rich and wild array of information on the Interne is just a mouse-click away. In fact, eWorld has set up a number of "home pages" on the Internet to help guide you through the world's most comprehensive source of information.

All the news you want on your virtual doorstep.

eWorld offers up-to-the-minute news (even the latest sports scores) from wire services, newspapers, and magazines from around the world.

Newsstand
NEWSSTAND
eWorld News from Reuters
Up to the minute headlines and news stories about world affairs, business, entertainment, and the weather.
eWorld Sports
Check for the latest scores, schedules and news from the very wide worlds of professional & amateur sports.
World News
Sports
Custom News
Issues & Interests
Media News
Forums

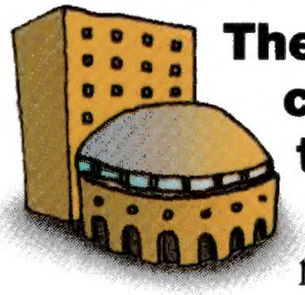
Great shopping is just a second away.*

New Macintosh products, computer accessories, gifts, food, and more—all can be delivered without your ever leaving home.

*Some products may not be available in all countries.

Marketplace
MARKETPLACE
Info
Directory
Classifieds
Buy and Sell It Yourself! From autos to xylophones, we've got products for your needs.
EAASY SABRE
Business or pleasure? Window or aisle? Air, car and hotel reservations are now at your fingertips.
Gourmet a la ModeM
Cheeses, coffees, smoked meats & fish, baked goods and more for gifts and your personal enjoyment.
Online Bookstore
Computer books, fiction, mystery and more at special prices.
Technology Row

Arts and Leisure Pavilion
ARTS & LEISURE
Info
Directory
Hollywood Online
Get star struck as Hollywood goes interactive -- this is your ticket to the latest movie news and multimedia film kits.
Living Well
Recipes, tips, and techniques to keep the mind, body, and planet happy and healthy
Entertainment
Games
Home, Health & Environment
Perspectives
Travel & Recreational Sports
Forums

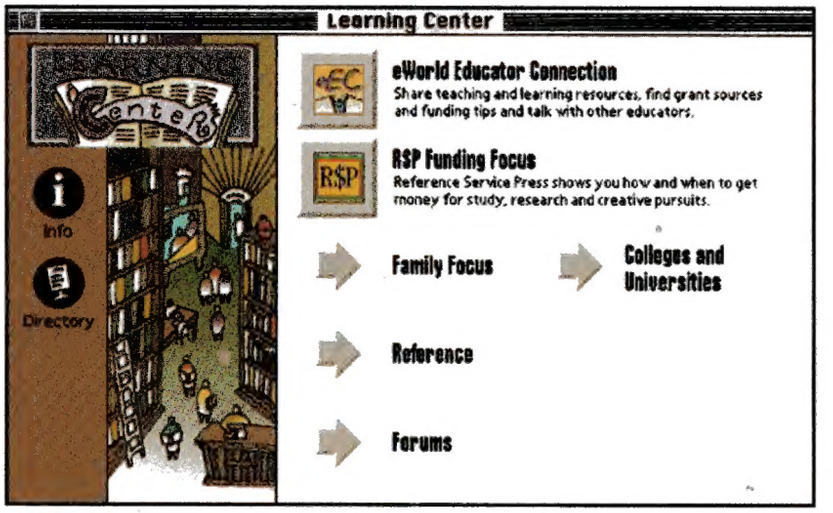


The entertainment center is down the street.

Get clips from the latest movies, multimedia kits, and photos of stars from Hollywood Online. You'll also find music, games, books, and a great assortment of entertainment reviews and discussions.

A learning environment for the entire family.

Whether it's a trivia question or help with homework, the answers are close at hand. An encyclopedia, a youth community center, and creative areas for kids make the eWorld Learning Center a playground for the mind.


Learning Center
Center
Info
Directory
eWorld Educator Connection
Share teaching and learning resources, find grant sources and funding tips and talk with other educators.
RSP Funding Focus
Reference Service Press shows you how and when to get money for study, research and creative pursuits.
Family Focus
Colleges and Universities
Reference
Forums

OK, start your engines. Here's how you get on-line.

Now that you have an idea of what's in store for you on the Information Highway, it's a cinch to get connected. Becoming a member of eWorld is easy—all it takes is a few minutes to set up your account and make your first connection.

* eWorld is also available on 800K disks. Call the support phone number in your country if you need eWorld in this format.

** In some countries, local telecom or government approval of modem may be required.

† In some countries, a valid international credit card is required.

Here's what you need.

- An Apple Macintosh computer with 4MB of RAM
- System software version 6.0.8 or later
- A 1.4MB disk drive or CD-ROM drive*
- About 5-7MB free disk space
- A 2400-bps or faster modem—internal or external**
- A valid credit card†

Getting started

- Check your hard disk. If you already have the eWorld 1.1 software installed on your hard drive, proceed to Getting Connected.
- Hold down the shift key while you restart your computer to turn off extensions and virus checking. System 6 users must turn off virus checking in the control panel.

- Insert the eWorld disk into your disk drive or CD-ROM drive, and double-click the Install icon.
- Follow the instructions on the screen.
- Success! Now restart your computer as usual to turn your extensions back on. If you have any problems, refer to the 1.1 Getting Started file (located in the eWorld 1.1 folder).

The eWorld Installer creates—on your hard disk—an eWorld 1.1 folder that contains the files you need.

If you're upgrading...

- Keep your eWorld 1.0 folder on your hard disk, while you install and connect to eWorld 1.1.
- When you connect, choose the Upgrade option to keep all your settings, mail messages, address book, and account information.
- When you finish upgrading, check that eWorld 1.1 has upgraded your information. Then drag the old 1.0 folder into your trash can.

Getting connected

To begin registration of a new eWorld membership, be sure your modem is connected to your computer, and the telephone line is connected to the modem phone jack. If your computer has a built-in modem, connect your telephone line to the appropriate port on the back of your computer. For more detailed instructions, check the information that came with your computer.

Note: Do not connect the modem to your computer until you turn off your computer. After connection, restart your computer.

Double-click the eWorld icon.

The eWorld registration window appears first. You can now begin the registration process. But before you start, be sure you have the following information ready:

- Your choices for your eWorld name.
- Your modem name and model, and the highest speed at which it can operate.
- Your registration number and password (located on the insert included with this brochure).
- Your valid VISA, MasterCard, American Express, or Discover Card account number and expiration date.*

Complete the registration process by filling in all the required information in every dialog box. When you're finished, you will have entered eWorld for the first time. The adventure begins.

Explore

Where do you start? We suggest you use the pull-down Membership menu and fill out your eWorld Profile, so your friends can find you. Then follow these directions:

- Click any building in the eWorld Town Square to go inside. Once there, you can click icons and buttons to explore all the features and services.

* Some countries require a valid international credit card.

- Click the Info Booth to find out all about eWorld, including your billing information and the hottest eWorld tips.

Be sure to browse the eWorld Weekly News for the latest on-line events.

- Click the Community Center to join conferences where you can talk about new ideas and make new friends.

When you need to conclude your explorations, open the Places menu and select Disconnect From eWorld. After you disconnect, you can still investigate the Info Booth, compose e-mail messages, and more—off-line. When you finish, open the File menu and select Quit.

Registration tips

Wondering if you can use your present modem?

eWorld can use a great number of different modems. If you can't find your modem listed in the eWorld registration Modem menu, select the Generic or Hayes Optima/Ultra.

Do you have one of these modems?

Certain qualifications affect use of the following modems: Express modem and PowerPort, MultiTech modem, GeoPort modem, a 14400 or 28,800 bps modem. If you're using one of the listed modems, be sure to read the 1.1 Getting Started file (located in the eWorld 1.1 folder) for special instructions.

It's easy to get directions!

If you have questions about getting around eWorld, click the Info Booth for answers. If you can't find the answer you need there, call the eWorld Assistance Center in your country—Monday through Friday, 9 A.M. to 8 P.M. local time. Click Worldwide Support Numbers in the Info Booth, or check the insert included with this brochure to get your local toll-free number.

eWorld

Apple's On-line Service

Apple Computer, Inc. 1 Infinite Loop Cupertino, CA 95014

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